



Lake Tahoe/Truckee Earth Day Festivals 2008

South Shore – April 19th
Mont Bleu Resort

North Shore/Truckee – April 26th
The Village at Squaw Valley

January 15, 2008

Greetings Friends of Earth Day,

We would like to invite you to participate in the 2008 Lake Tahoe/Truckee Earth Day events. Combined, our local Earth Day celebrations is one of the largest environmental education events in the area. The events provide local residents and visitors an opportunity to learn about the various environmental issues that affect the Lake Tahoe – Truckee Region. This year, the South Lake Tahoe event is scheduled for April 19th, 2008, from 10:00 a.m. to 5:00 p.m. at Mont Bleu Resort and the North Lake Tahoe - Truckee event is scheduled for April 26th, 2008, from 10:00 a.m. to 6:00 p.m. at the Village at Squaw Valley. This year's Earth Day celebrations will include:

South Lake Tahoe – Friday, April 18th

North Lake Tahoe/Truckee - Friday, April 25th

- The Wild and Scenic Environmental Film Festival

South Lake Tahoe - Saturday, April 19th

North Lake Tahoe/Truckee – Saturday, April 26th

- A multitude of educational booths on the topics of watershed health, forest health, pollution prevention, alternative energy, waste management, and more
- All day entertainment and music
- Student artwork competition and display
- Educational speakers
- Huge Raffle
- Kids Zone Activity Area

The Lake Tahoe-Truckee Earth Day festivals are hosted primarily by volunteers of the Tahoe Earth Day Foundation, a local non-profit, with the support of other non-profits, local agencies, businesses and dedicated supporters. The events are free to the public to attend. The support from various donors throughout our community that the Foundation receives is crucial for the continuation and success of the Earth Day celebrations.

Please consider becoming a 2008 Earth Day supporter by making a tax deductible donation, submitting a booth application or providing a raffle prize. Sponsorship levels are listed on the back of this letter. We are also open to event sponsors funding certain aspects of the event i.e. film festival, artwork competition, etc. In-kind contributions and volunteer hours are also graciously appreciated. Please return the enclosed form with your check to the Tahoe Earth Day Foundation before March 15, 2008 for recognition in event advertisements.

The goal of this volunteer run, non-profit event is to recognize, celebrate and promote the region's unique beauty and to educate the public regarding how to preserve and protect our local and global natural resources. The Tahoe Truckee Earth Day Foundation is also working to increase the effort around solid waste management and will continue to work towards its goal of hosting a Zero Waste event.

If you have questions, comments or would like to get involved in other ways please contact **North Shore Event: 530.584.6266; South Shore: 530.542.8366** or info@tahoetruckeeearthday.org. We thank you in advance for your support!

Sincerely,
The Tahoe Earth Day Foundation

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Enclosed is my tax-deductible contribution to support Earth Day 2008.

Business, Organization or Individual Name _____

_____ Sponsor (\$2,000+) _____ Benefactor (\$1,000 - \$1,999) _____ Supporter (\$500 - \$999) _____ Contributor (\$100 - \$499)

_____ Film Festival (\$300) _____ Raffle Prize Donation(s) _____ In-Kind Donation(s) _____ Volunteer

Sponsor (\$2,000+)

- Inclusion of your company's logo on color Earth Day posters to be distributed in the region (please provide logo)
- One free booth space for your organization at Earth Day (if you are interested in booth space complete the enclosed application form)
- Prominent display of your company banner near the main stage and/or area (please provide)
- At least three (3) verbal public acknowledgements of your company's sponsorship from the stage at the event
- Sponsor tier ranking in our "thank you" newsletter
- Mention of your company's support and links to your company's web site from our Earth Day event web site TahoeTruckeeEarthDay.org

Benefactor (\$1,000 - \$1,999)

- Inclusion of your company's logo on color Earth Day posters to be distributed in the region (please provide logo)
- One free booth space for your organization at Earth Day (if you are interested in booth space complete the enclosed application form)
- Benefactor tier ranking in our "thank you" newsletter
- Mention of your company's support and links to your company's web site from our Earth Day event web site TahoeTruckeeEarthDay.org

Supporter (\$500 - \$999)

- Inclusion of your company's name on color Earth Day posters to be distributed in the region
- One free booth space for your organization at Earth Day (if you are interested in booth space complete the enclosed application form)
- Supporter tier ranking in our "thank you" newsletter
- Mention of your company's support and links to your company's web site from our Earth Day event web site TahoeTruckeeEarthDay.org

Contributor (\$100 - \$499)

- Contributor tier ranking in our "thank you" newsletter
- Mention of your company's support and links to your company's web site from our Earth Day event web site TahoeTruckeeEarthDay.org

Film Festival Sponsor (\$300) – Up to four sponsors needed

- Film Festival ranking in our "thank you" newsletter
- Inclusion of your company's logo on color Earth Day Film Festival promotional material to be distributed in the region (please provide logo)
- One free display/booth at the Earth Day Film Festival
- Prominent display of your organization's banner at the Earth Day Film Festival
- Verbal acknowledgements during intermission times at the Film Festival
- Mention of your company's support and links to your company's web site from our Earth Day event web site TahoeTruckeeEarthDay.org

Raffle Prize and In-Kind Donations

- Verbal acknowledgement of your company's donation from the main stage at the event
- Additional promotion will be commensurate to the value of the donation

Volunteers

- Volunteers receive lunch the day of the event and a 2008 Earth Day Festival T-Shirt

Please make checks payable to:

Tahoe Earth Day Foundation, P.O. Box 7316 ~ Tahoe City, CA 96145-7316